

# Kemnal Technology College. Creative iMedia Kemnal Key - Yr10 Term 1

## R094 – Visual Identity & Digital Graphics



### The purpose of visual identity is to:

- Create a recognisable/familiar brand.
- Develop brand loyalty.
- Establish a brand.
- Visually communicate with their customers.

### Components of visual identity

The logo of a brand is normally at the forefront when it comes to representing who they are and what they represent. There are 3 main components to a logo: Name, Logo and Strapline/Slogan.

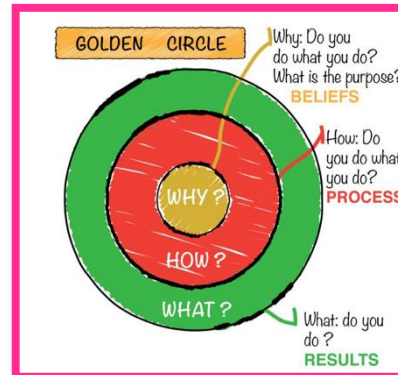
### Visual identity

Visual identity is not all about the logo but it helps a company to determine the presentation and layout of their material. This is known as setting a house style.

A **spider diagram** is a quickly produced file often used for planning or creating ideas.

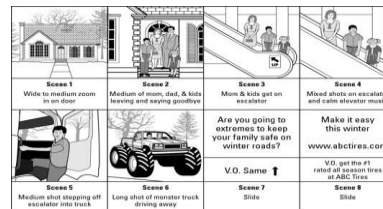
### KEMNAL KEY QUESTIONS

1. How are visual identity elements combined to shape perception and create emotional response?
2. Why is it important for advertisers and branding companies to really consider things like typography?
3. Think of a product that causes you some form of emotion, how did the advertiser create that emotion?
4. Why is it important for advertisers to use Visual Identity to 'tell a story'?



Advertisers tell a story about something unrelated to the product to tap into our emotional connection

**Storyboard:** Provide a visual representation of how a media project will look along a timeline to show the order of the scenes and how they fit together.



### Topic Area 1

For Topic Area 1 you are expected to:

- Design a concept for the visual identity referenced to the client in the set task
- Justify why the visual identity you developed is suitable for the identified client

### Topic Area 2

- For Topic Area 2 you are expected to: Produce planning documentation for the digital graphic product referenced in the set task

### Topic Area 3

- For Topic Area 3 you are expected to: Create an effective visual identity which has the correct properties and is appropriate
- Prepare assets for use in the digital graphic
- Create the digital graphic planned in Topic Area 2
- Apply design concepts and layout conventions to the digital graphic
- Ensure the format of the graphic is appropriate.

### Mood boards:

Used to generate ideas for a client. Used to create a mood or a feeling or a product. Designers will often use mood boards: a collection of textures, images and text related to a design theme as a reference point.

